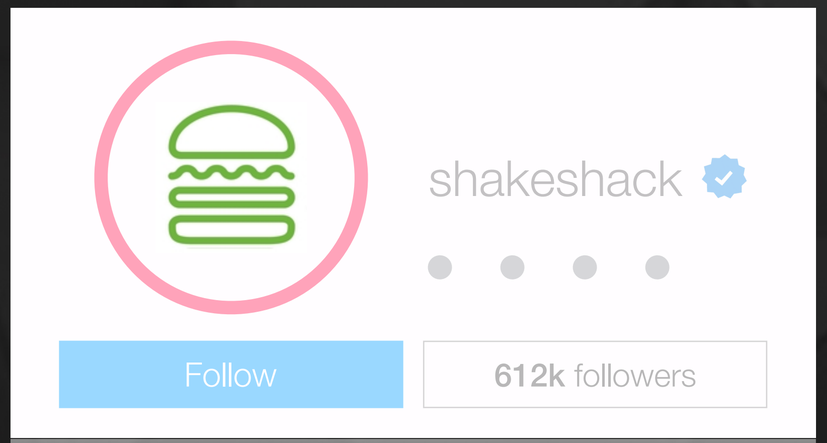
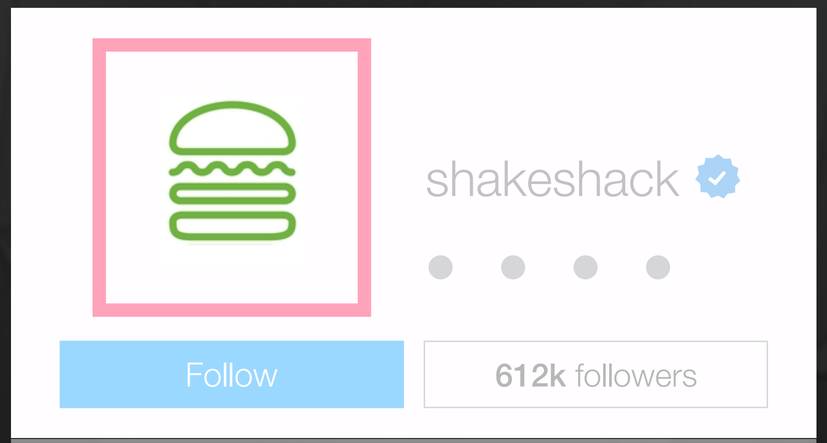
INSTAGRAM DISPLAY PHOTO

Your **Display Photo** is a Visual Representation of your Account across the Instagram Platform

Check the attachment for this lesson for dimensions!

Your display photo is displayed
as a **circle** or a **square**





3

Keys to a perfect image

SYMBOLIC REPRESENTATION

NO NOISE

HIGH QUALITY IMAGE

1

SYMBOLIC REPRESENTATION

of your business / brand / self / logo

2

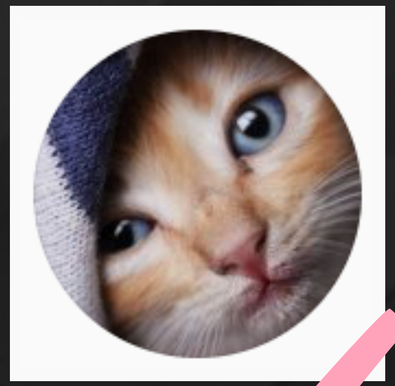
NO NOISE

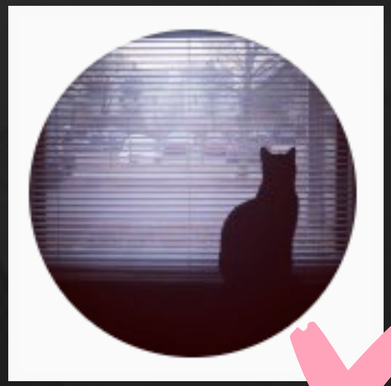
surrounding the subject of the image / complex color palettes. Stick to 1-2 colors

3

HIGH QUALITY IMAGE

the quality of your image needs to be sharp





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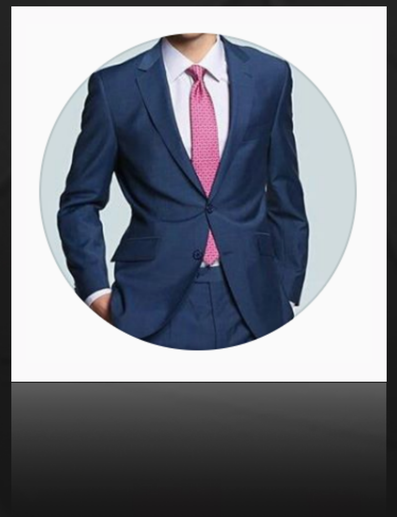
BONUS STRATEGY

You can use your profile image to **give insight** into your account / entice curiosity

Brand-to-theme temporary image hack



Coca-Cola

McDonald's